

## Message Text

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43

ACTION COME-00

INFO OCT-01 ARA-10 EUR-12 EA-09 NEA-10 ISO-00 EB-07 PA-02

PRS-01 USIA-15 /067 W

----- 090508

R 311940Z DEC 75

FM AMEMBASSY MEXICO

TO SECSTATE WASHDC 2128

INFO AMCONSUL FRANKFURT

AMEMBASSY LONDON

AMCONSUL MILAN

AMEMBASSY PARIS

AMEMBASSY SINGAPORE

AMEMBASSY STOCKHOLM

AMCONSUL SYDNEY

AMEMBASSY TAIPEI

AMEMBASSY TEHRAN

AMEMBASSY TOKYO

UNCLAS MEXICO 11473

EO 11652: NA

TAGS: BEXP, XX

SUBJECT: PRODUCT MARKETING SERICE (PMS) OFFERED BY US  
TRADE CENTER

REF STATE 297149

1. EMBASSY AND TRADE CENTER PERSONNEL FEEL THAT NEW PMS  
SERVICE TENDS TO INVITE CONFUSION IN MINDS OF VISITORS  
AS WELL AS OF EMBASSY AND TRADE CENTER STAFF CONCERNING WHICH  
SERVICES ARE AVAILABLE FROM EMBASSY AND WHICH FROM TRADE  
CENTER. AT PRESENT, SOME COMMERCIAL VISITORS AND TRADE CENTER  
NEED TO BE REFERRED TO EMBASSY AND VICE VERSA. ALSO, SOME LETTERS  
ADDRESSED TO TRADE CENTER ARE TRSNFERRED TO EMBASSY FOR  
ACTION. HOWEVER, WE DECIDED THAT DECISIONS CONCERNING  
IMPLEMENTATION OF PMS WOULD BE MADE ON A PRAGMATIC CASE-BY-CASE  
BASIS. FURTHERMORE,  
IN ACCORDANCE WITH PARA 9 OF REF, TRADE CENTER  
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DIRECTOR SENT MEMO ON DEC. 19 TO COUNTRY MARKETING

MANAGER FOR MEXICO NOTIFYING HIM OF NEED TO OBTAIN IMPORTABILITY OPINIONS FROM GOM PRIOR TO PMS EVENTS AND REQUESTING CLARIFICATION OF CERTAIN MATTERS, SUCH AS DISTINCTION BETWEEN BSP AND PMS EVENTS.

2. WITH REFERENCE TO DIFFICULTIES WITH PMS BEING EXPERIENCED BY OTHER TRADE CENTERS, FOLLOWING COMMENTS ARE APPROPRIATE: 1) REPFIND SERVICE IN CONNECTION WITH MCTC EXHIBITIONS ARE PROVIDED BY MCTC STAFF. IDEALLY THIS SERVICE SHOULD BE PROVIDED BY EMBASSY TO AVOID DUPLICATION OF ACTIVITY AND TO CONCENTRATE SUCH SERVICE IN EMBASSY WHICH IS PRIMARY DEPOSITORY OF SUCH INFORMATION. HOWEVER, EMBASSY DOES NOT HAVE SUFFICIENT STAFF TO RENDER THIS SERVICE; CONSEQUENTLY, MCTC DOES HAVE CURRENT INFORMATION ON REPRESENTATIVES AND BUYERS FOR PRODUCTS SHOWN AT RECENT EXHIBITIONS. 2) COMMODITY AND PRODUCT EXPERTISE IS, BY DESIGN, CONSIDERABLY GREATER IN EMBASSY THAN IN MCTC. 3) MCTC IS SOME 15 MINUTS BY FOOT FROM EMBASSY AND ALMOST AS FAR BY TAXI BECAUSE OF TRAFFIC AND CIRCUITOUS ROUTE REQUIRED. EMBASSY AND MCTC EMPLOYEES GO BACK AND FORTH FREQUENTLY BETWEEN BOTH BUILDINGS.

3) EMBASSY AGREES COMPLETELY WITH SUGGESTION THAT TOPIC OF PMS BE DISCUSSED IN FORTHCOMING MEETING OF TRADE CENTER DIRECTORS, WITH PRESENCE OF MAXIMUM NUMBER OF COMMERCIAL COUNSELORS. IN THIS CONNECTION, IT IS APPROPRIATE TO NOTE THAT TRADE CENTER DIRECTORS NORMALLY ATTEND ALL WASHINGTON-ORGANIZED MEETINGS FOR COMMERCIAL OFFICERS. IT WOULD ALSO BE APPROPRIATE - AND HELPFUL IN CLARIFYING MATTERS SUCH AS THE FOREGOING - FOR THE PRINCIPAL COMMERCIAL OFFICER IN COUNTRIES WITH TRADE CENTER TO ATTEND WASHINGTON-ORGANIZED MEETINGS OF TRADE CENTER DIRECTORS.  
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**TAGS:** BEXP, XX  
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